(a) providing the DNA construct with six copies of an enhancer element upstream of the promoter;

(b) transfecting the eukaryotic host cell to incorporate the DNA construct, and

(c) exposing the DNA construct to a hormone selected from the group consisting of lactogenic hormones, somatogenic hormones and mixtures thereof;

wherein the enhancer element comprises the nucleotide sequence TTCTGAGAA, with the proviso that the nucleotide sequence does not contain the DNA sequence of nucleotide sequence SEQ ID NO:1, and wherein the enhancer element is responsive to both lactogenic hormones and somatogenic hormones.

5. (Fourth Amendment) An enhancer element which when used in a DNA construct for transfection of a eukaryotic host cell is responsive to hormonal stimuli, said enhancer element consisting essentially of the nucleotide sequence TTCTGAGAA, wherein the enhancer element is responsive to both lactogenic hormones and somatogenic hormones.

8. (Third Amendment) An expression vector comprising a structural gene encoding a desired protein or polypeptide and a promoter, wherein the vector further comprises six enhancer elements, and further wherein at least one of the enhancer elements consists essentially of the nucleotide sequence TTCTGAGAA and the remaining enhancer elements comprise the nucleotide sequence TTCTGAGAA.

10. (Fourth Amendment) The expression vector according to claim 9, wherein at least one of the remaining enhancer elements is the nucleotide sequence SEQ ID NO:1.

19. (Third Amendment) An in vitro method of enhancing the transcription of a gene in a DNA construct comprising a structural gene and a promoter upstream of the structural gene, the method comprising:

(a) providing the DNA construct with at least one enhancer element consisting of the nucleotide sequence TTCTGAGAA upstream of the promoter;

(b) transfecting a eukaryotic host cell wherein transcription can occur to incorporate the DNA construct, and

(c) exposing the DNA construct to a hormone selected from the group consisting of lactogenic hormones, somatogenic hormones and mixtures thereof.

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23. (Third Amendment) An enhancer element responsive to a hormone selected from the group consisting of lactogenic hormones, somatogenic hormones and mixtures thereof when the enhancer element is used in a DNA construct for transfection of a eukaryotic host cell; wherein the enhancer element consists essentially of the nucleotide sequence TTCTGAGAA.

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27. (Third Amendment) An expression vector comprising a structural gene encoding a protein, a promoter, and at least one enhancer element consisting essentially of the nucleotide sequence TTCTGAGAA, wherein the enhancer element is incorporated with the structural gene by fusion.

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30. (Twice Amended) A DNA comprising a promoter, a structural gene, and at least one enhancer element consisting essentially of the nucleotide sequence TTCTGAGAA, wherein the enhancer element is incorporated with the structural gene by fusion.

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31. (Twice Amended) A DNA according to claim 30, comprising from one to six enhancer elements.

34. (Third Amendment) An in vitro method of enhancing the transcription of a gene in a DNA construct comprising a structural gene, a promoter upstream of the structural gene, and at least one enhancer upstream of the promoter; the method comprising

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placing the DNA construct in an environment wherein transcription can occur; and

exposing the DNA construct to a hormone selected from the group consisting of lactogenic hormones, somatogenic hormones and mixtures thereof;

wherein the enhancer element consists essentially of the nucleotide sequence TTCTGAGAA.

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44. (Twice Amended) An isolated DNA construct comprising a structural gene, a promoter and six repeats of an enhancer, wherein the enhancer consists essentially of the sequence TTCTGAGAA.

46. (Twice Amended) An in vitro method of enhancing the transcription of a gene, the method comprising the steps of:

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(a) providing a DNA construct comprising the gene, a promoter upstream of the gene, and at least one copy of the nucleotide sequence TTCTGAGAA upstream of the promoter;

(b) transfecting the cell with the DNA construct, and

(c) exposing the DNA construct to prolactin.

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47. (Amended) An in vitro method according to claim 46, wherein the DNA construct comprises multiple copies of the nucleotide sequence TTCTGAGAA.

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48. (Twice Amended) An in vitro method according to claim 47, wherein the DNA construct comprises six copies of the nucleotide sequence TTCTGAGAA .

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49. (Amended) An in vitro method according to claim 19, wherein the transfecting step comprises transfecting the eukaryotic cell with a plasmid comprising the DNA construct.

50. (Amended) An in vitro method according to claim 34, wherein the transfecting step comprises transfecting the eukaryotic cell with a plasmid comprising the DNA construct.